

California Department of Health Services  
Tobacco Control Section

American Indian/Alaskan Native  
Rural California Tobacco Use Survey  
Request for Proposals 06-55456

Avaya Information Web Meeting and Teleconference  
December 5, 2006  
1:30 p.m. to 4 p.m.

*Welcome.....*  
*Avaya Web Meeting*  
*and Teleconference*

**Meeting Presenters:**

**Hao Tang, M.D., Ph.D.**  
Research Scientist II  
Evaluation Unit

**and**

**Robert Thurman**  
Contract Manager  
Contract Management Unit

## **Reminders**

- The RFP Instructions take precedence over anything said during the meeting today.
- Refer to the RFP Instructions for clarification of specific criteria and requirements.
- Access the TCS website for any addendums or announcements related to the RFP instructions.

## **American Indian/Alaskan Native Rural California Tobacco Use Survey RFP Information Meeting Question and Answer Period**

- Write down questions during the presentation.
- Fax questions to: 916-449-5505
- A brief break will follow the RFP presentation to allow TCS to review questions.
- Questions will be read and answered by TCS staff.

# Overview of the RFP Instructions

## Section I & II Introduction & Scope of Work

Presenter:

Hao Tang, M.D., Ph.D.  
Research Scientist II  
Evaluation Unit

## Section I Introduction

Pages 1-4

## Section I Introduction

### **A. Purpose**

- Contract to conduct a survey that studies tobacco use behaviors, attitudes, and knowledge among American Indian and Alaska Native (AI/AN) in rural California.
- Max funding amount: \$750,000 for two years

## Section I Introduction

### **A. Purpose**

- The results will aid program planning activities of TCS, AI/AN health organization, and others
- Part of TCS' evaluation activities

## Section I Introduction

### **B. Background**

- After 17 years of tobacco control program, California's adult smoking prevalence is at historic low, 14.0%.
- Available data from general population survey showed a significant higher smoking prevalence among AI/AN.

## Section I Introduction

### **B. Background**

- National survey also showed a higher smoking prevalence among AI/AN.
- AI/AN identified as priority population in tobacco control both by CDC and TCS
- California Rural AI/AN may have distinctive characteristics related to tobacco use.

## Section I Introduction

### **C. History**

- In 1991, NCI-funded tobacco study in 19 Northern CA AI clinics
- In 2005, CDC funded 11 tribes to conduct American Indian Adult Tobacco Survey
- In 2002, TCS RFA on Special Population Tobacco Use Studies

## Section II Scope of Work

Pages 5-11

## Section II Scope of Work

### **A. General Requirements**

- The definition of Adult, AI/AN, and rural
- Statewide survey only
- Demonstrate agency's capabilities

## Section II

### Scope of Work

#### **A. General Requirements (cont.)**

- “Tobacco” refers to both smoking and smokeless tobacco
- The sample size allows a 95% CI of  $\pm 3$  percentage points of smoking prevalence for men and women respectively.

## Section II

### Scope of Work

#### **B. Survey Plan**

##### **1. Sample Design**

- Define the California rural AI/AN
- Specify sampling methods
  - a. Recruitment in the clinics
  - b. Household interview
  - c. Telephone survey
- sample size calculation



## Section II

### Scope of Work

#### B. Survey Plan

##### 2. Data Collection and Preparation Plan

- a. Type of interview
- b. Instrument
  - Comparable to CATS, AI ATS
  - The definition of current smoking
  - Comprehensive topics
  - Cognitive testing

## Section II

### Scope of Work

#### B. Survey Plan

##### 2. Data Collection and Preparation Plan (cont.)

- c. Interview process and quality control
- d. Data preparation
  - ASCII, SAS
  - Documentations
- e. Protection of human subjects

## Section II

### Scope of Work

#### C. Analytic Plan

- Commercial product smoking prevalence
- Non-commercial tobacco use
- SHS exposure
- Tobacco-related knowledge and attitudes and exposure to TCS' media campaign
- Attitudes and beliefs about traditional tobacco use
- Smokefree casinos
- Co-morbidity
- Tobacco product purchasing behavior
- Suggestions

## Section II

### Scope of Work

#### D. Reports and Deliverables

All data and reports under this contract belong to the State for public use.

- Final report
  - Including 95% CIs for each estimates
  - Figures and tables
  - Examples of the final report: CTS report, Special population study report
- Data set and technical documentation
- Public access to the data set
- Progress reports

## Section III General Proposal Information

Presenter:

Robert Thurman,  
Contract Manager  
TCS Contract Management  
Unit

## Section III General Proposal Information

Pages 12-19

## Section III

### General Proposal Information

#### A. Who May Apply

1. Public or private organizations capable of conducting population research studies to determine tobacco use behaviors and attitudes of the California AI/AN communities.
  - ✓ Demonstrate capacity
  - ✓ Prior experience in special population studies
  - ✓ Demonstrate cultural understanding of the population
  - ✓ Demonstrate a history of completing survey studies
2. Applicants can apply as individual organizations or consortiums.
  - ✓ The consortium proposal is to consist of a primary accountable contractor that supervises one or more key subcontractors.
3. Agency cannot receive tobacco funding
  - ✓ Agency certification is required

## Section III

### General Proposal Information

#### B. Contract Period and Funding Levels

1. Up to approximately \$750,000.
2. Agreement term 07/01/07 through 06/30/09.
3. 24 month period
4. Funding contingent on Proposition 99 FY allocations

## Section III

### General Proposal Information

#### C. Reservation of Rights

1. Five (5) authorization rights reserved by DHS/TCS in awarding the procurement.
  - ✓ Five rights from the RFP

#### D. Contract Terms and Conditions

1. May be viewed at :  
<http://www.dhs.ca.gov/tobacco/html/funding.htm>

##### a. Intellectual Property Rights

- ✓ CA State is the owner of all rights.
- ✓ See a copy of the Intellectual Property Rights in the RFP Appendix.

## Section III

### General Proposal Information

#### F. Proposal Submission Requirements

1. Letter of Intent by December 15, 2006  
Include:
  - ✓ AI/AN Rural CA Tobacco Use Survey
  - ✓ RFP 06-55456
  - ✓ Estimated amount requested
  - ✓ Use letterhead
  - ✓ Signed by a signature authority
  - ✓ Mail or Fax letter to address in Section III of the RFP

### Section III

## General Proposal Information

- All application information is subject to the TCS verification process.
- Submit Original Proposal and eight (8) copies.

### Section III

## General Proposal Information

### G. Proposal Review Process

1. Applications are due not later than 5 p.m. on January 25, 2007.
  - ✓ Proposals will be date/time stamped
2. Follow the RFP instructions.
3. Complete the proposal early (review it) and submit prior to deadline.

## Section III

### General Proposal Information

4. TCS reserves the right to waive deviations it considers to be immaterial in proposals.

- ✓ A waiver shall not excuse a proposal from full compliance with contract terms and conditions.

## Section III

### General Proposal Information

2. Proposal Scoring total point value

<u>Activity</u>	<u>Points</u>
(1) Agency Capability	35
(2) Project Narrative (60 Points)	
➤ Sampling Plan	20
➤ Data Collection Plan	25
➤ Analytic Plan	15
(3) SOW	25
(4) Budget Justification/Budget	<u>30</u>
Total Points	150

## Section III

### General Proposal Information

#### 3. Contract Award

Notification of awards will be mailed and also posted in PARTNERS & TCS Website February 28, 2007.

- ✓ Grant negotiations begin following the award notification to the agency.
- ✓ Don't call us, we'll call you.....TCS will contact your agency to schedule negotiations.
- ✓ Optional oral interviews. TCS reserves the right to conduct oral interviews.

#### 4. Consensus Review Tool Summary

- ✓ Proposal agencies may receive review tool summary

## Section III

### General Proposal Information

#### H. Appeal Process

1. Only applicants that submit a proposal that meets requirements and are not funded may appeal.
2. Appeal letters are due by 5 p.m. March 9, 2007.
  - ✓ Appeals are limited to TCS failing to correctly apply the standards for reviewing.



## Section III

### General Proposal Information

#### I. Tentative Timeline

1. Review the timeline.
2. Schedule meeting dates and submission deadlines on your agency calendar.

## Section IV

### Administrative and Program Expectations

Presenter:

Robert Thurman,  
Contract Manager  
TCS Contract Management  
Unit

Section IV  
Administrative and Program  
Expectations

Pages 20-22

Section IV  
Administrative and Program  
Expectations

Contractors must have the ability and expertise to successfully manage and implement all project activities.

## Section IV Administrative and Program Expectations

1. Spend funds according to the negotiated line item budget.
2. Contractors are reimbursed in arrears (Expend funds then reimbursement is requested).
  - ✓ Contractors must cover between 45 to 60 days of activity cost.
3. If Contractor is having difficulties in completing SOW activities.....contact Hao Tang, M.D. Ph.D.

## Section IV Administrative and Program Expectations

4. Comply with the TCS Competitive Grantee Administrative and Policy Manual.
  - ✓ Incorporated into contract by reference
5. Adhere to payroll accounting policies.
  - ✓ pay employee taxes, worker-comp requirements, employee benefits.
6. Maintain accurate accounting records that are available to TCS.

## Section IV

### Administrative and Program

### Expectations

7. Conduct an annual audit of State funds.
8. Contractor must have TCS prior approval for PO, subcontract or consultant agreements over \$5,000.
  - ✓ Three (3) competitive bids are required by Contractor.
9. Have a signature authority policy in place for signing invoices, travel payments, time-sheets, purchase orders.

## Section IV

### Administrative and Program

### Expectations

10. Maintain accurate records to document SOW activities.
  - ✓ logs, sign-in sheets, minutes, surveys, data, etc.
11. Submit complete Progress Reports every 6 months.
12. Submit accurate invoices not more often than monthly (in arrears).

## Section IV

### Administrative and Program

### Expectations

13. Acknowledge the State is the owner of “all” Intellectual Property Rights.
  - ✓ Copy of the language is in RFP Appendix.
14. Travel and Per Diem is reimbursed at State rates.
  - ✓ Copy of Travel Regulations in Appendix H

## Section IV

### Administrative and Program

### Expectations

15. Hire highly qualified staff.
16. TCS may withhold payments when deliverables fall behind SOW timeline.
17. All data sets submitted to CDHS/TCS must be according to the SOW and submission deadlines.
  - ✓ Form and format approved by TCS.

American Indian/Alaskan Native Rural  
California Tobacco Use Survey  
RFP Information Meeting  
Question and Answer Period

Reminder:

- ✓ A question and answer period will follow the RFP presentation.
- ✓ Fax questions to: 916-449-5505

Section V  
Proposal Instructions

Presenter:

Hao Tang, M.D., Ph.D.  
Research Scientist II  
Evaluation Unit

## Section V Proposal Instructions

Pages 23-31

## Section V Proposal Instructions

### **A. General Instructions**

- ✓ CAREFULLY READ ALL INSTRUCTIONS.
- ✓ Proposals should be consistent with the Policy Section of the *Competitive Grantee Administrative and Policy Manual*.
- ✓ Submit proposal by 5 p.m. on January 25, 2007.
- ✓ Detail narrative... do NOT assume reviewers have prior knowledge of your agency history.
- ✓ Do not provide materials that are not requested.
- ✓ Print a copy of the application for your files.

## Section V

### Proposal Instructions

#### **B. Order of the Proposal**

1. Proposal Cover Sheet (Attachment 1)
2. Table of Contents (Attachment 2)
3. Proposal Checklist (Attachment 30)
4. Agency Capability (no attachment, 10 page limit)
5. Project Description
  - a. Project Narrative (no attachment, 25 page limit excluding Timeline and Organization Chart)
  - b. Timeline (no attachment, no page limit)
  - c. Organization Chart (no attachment, no page limit)

## Section V

### Proposal Instructions

#### **B. Order of the Proposal (Cont'd)**

6. Scope of Work (Attachment 4, no page limit)
7. Budget Justification/Budget (no attachment, no page limit)
8. Additional Required Forms
  - a. Agency Documentation Requirements (Attachment 5)
  - b. Certification of Non-Acceptance of Tobacco Funds (Attachment 6)



## Section V

### Proposal Instructions

- B. Order of the Proposal
9. Curriculum Vitae of Primary Professional Staff

Hint:

Pay close attention to RFP scoring criteria and requirements!

## Section V

### Proposal Instructions

#### C. Proposal Requirements

##### 1. Proposal Cover Sheet

- ✓ Legal name of the agency
- ✓ Contact term
- ✓ Budget amount
- ✓ Sign and date

##### 2. Table of Contents

- ✓ Must have a table of contents

##### 3. Proposal Checklist

- ✓ Use the checklist to present the proposal in the correct order

## Section V

### Proposal Instructions

#### C. Proposal Requirements

##### 4. Agency Capability (10 page limit)

###### a. Data Collection/Analytic Capabilities

- 1) Primary purpose or function of the organization
- 2) Ability and experience in working with AI/AN communities
- 3) Experience and expertise in carrying out large-scale surveys
- 4) Contractual relationships with AI/AN communities
- 5) Ability and experience in collecting comparable (with state and national) data
- 6) Education and experience of the staff

## Section V

### Proposal Instructions

#### C. Proposal Requirements

##### 4. Agency Capability (10 page limit)

###### b. Administrative Capabilities

- 1) History of contract managing
- 2) Audit history
- 3) State audit history
- 4) Equipment

## Section V

### Proposal Instructions

#### C. Proposal Requirements

##### 5. Project Narrative (25 page limit)

- a. Detail description to address Section II, Scope of Work
- b. Timeline
  - 1) Survey Plan
    - a) Sample Design
    - b) Data Collection and Preparation Plan
  - 2) Analytic Plan
  - 3) Reports and Deliverables
- c. Organization Chart

## Section V

### Proposal Instructions

#### C. Proposal Requirements

##### 6. Scope of Work

A road map providing the activities, outcomes, and deliverables of the project, part of the final agreement

- a. Header Information
- b. Column 1: Objectives/Activities
  - Objective
  - Activities: What will be done, how much will be done
- c. Column 2: Copyright ©
- d. Percent Deliverable

## Section V

### Proposal Instructions

#### C. Proposal Requirements

##### 6. Scope of Work

- e. Column 4: Start/End Date
- f. Column 5: Who is Responsible
- g. Column 6: Tracking Measures
- h. Column 7-8: leave blank

## Section V

### Proposal Instructions

#### Budget Justification and Budget

Presenter:

Robert Thurman,  
Contract Manager  
Contract Management  
Unit

## Section V Proposal Instructions

Budget Justification and  
Budget  
Pages 31 through 45

## Section V Proposal Instructions

### 7. Budget and Budget Justification - 30 points

#### Funding preference criteria

- Read and follow the instructions carefully
- Formulas and totals are correct
- Provide sufficient narrative detail
- Propose reasonable staffing costs
  - ✓ Comparable to State Civil Service
- Provide a cost-effective justification for operating expenses

## Section V

### Proposal Instructions

#### a. Budget Justification Instructions

- ✓ Describes and justifies activity expenditures in the SOW
- ✓ Helps evaluate the SOW
- ✓ Prepare one justification for the entire contract term
  - ✓ Two FYs
  - ✓ Budgets must be expended during FY
- ✓ Think about changes that may occur during project activity timelines
- ✓ Add expenses as necessary to go with the SOW activities
- ✓ Budget must consist of 4 columns
  - ✓ Narrative
  - ✓ 2 FYs
  - ✓ Total

## Section V

### Proposal Instructions

#### 1. Personnel Costs

##### a. Position Title

- Write a narrative justification to explain work performed by the personnel
- Position title in budget justification must match SOW responsible person column
- 10% FTE or less goes to indirect costs

## Section V

### Proposal Instructions

- b. Salary range
  - Identify the actual salary
- c. Percent of Full Time Equivalent
  - Amount of time staff will work based on 100% FTE
- 6. Pay period schedule
- 8. Description of duties
  - a. Explain the duties of the staff

## Section V

### Proposal Instructions

- 2. Fringe Benefits
  - a. Refer to the Contract Uniformity Appendix document.
  - b. List the fringe benefits provided to eligible personnel
  - c. TCS will not pay W/C claims
  - d. TCS will not pay for any benefit accruals outside the term of the agreement
  - e. Indicate a range of benefits.....if staff earn fringe benefits at different percentages

## Section V Proposal Instructions

### 3. Operating Expenses

- a. Network access for PARTNERS
- b. Space rent/lease
- c. General Expenses
  - ✓ Postage
  - ✓ Duplicating
  - ✓ Communications
- d. Printing
- e. Rental Equipment
- f. Audit (audit may be direct or indirect)
- g. Add lines as necessary

## Section V Proposal Instructions

### 4. Equipment Expenses

- a. Limited to the ability to up-grade software at one computer workstation to TCS minimum requirements
- b. No other equipment may be purchased.....



## Section V

### Proposal Instructions

#### 5. Travel and Training

- a. Includes local mileage, required and optional travel to meetings/trainings
- b. No optional travel
- c. Required Travel:
  - ✓ In person meetings with TCS
  - ✓ Project Director's Meeting, when scheduled
- d. Out-of-state travel
  - ✓ National conference

## Section V

### Proposal Instructions

#### 6. Subcontracts and Consultants

- a. **Subcontracts** are long term service purchase agreements for effort not available within the agency
- b. **Consultants** are individuals that provide supplemental part-time/limited term effort not available within the agency
  - ✓ Remember restrictions on "high salary" and prior approval cost over \$5,000

## Section V

### Proposal Instructions

#### 7. Other Costs

##### a. Incentives

- Used to encourage survey & and project participation
- Must be non-cash item

##### b. Other Agency Sub-Categories as necessary

## Section V

### Proposal Instructions

#### 8. Indirect Expenses

- a. Cannot exceed 25% of the total of Personnel Expenses (Salary total plus fringe benefits total)
- b. List the indirect expenses

## Section V Proposal Instructions

### Budget Page Format

- ✓ Prepare one budget page for each FY
- ✓ Each budget page contains all eight categories

## Section V Proposal Instructions

### Additional required forms

- ✓ Agency documentation requirements
- ✓ Certification of non-acceptance of tobacco funds
- ✓ Remember to include Curriculum Vitae of agency key personnel

## Section VI Appendix

- A. Tobacco Subsidiary Products
- B. Intellectual Property Rights
- C. Scope of Work Instructions Sample
- D. Budget Sample
- E. Budget Justification
- F. Comparable State Civil Service Classifications
- G. Contract Uniformity
- H. Travel Reimbursement Information

## Section VII Attachments

- 1. Proposal Cover Sheet
- 2. Table of Contents
- 3. Proposal Checklist
- 4. Scope of Work
- 5. Agency Documentation Requirements
- 6. Certifications of Non-Acceptance of Tobacco Funds
- 7. Specifications
- 8. Drug-Free Workplace Certification